

Joining the 1%

1%

When you watch this short video, titled [“Less Than 1% Get Funded,”](#) you will see a key issue in the mindset of a lot of businesses. Businesses will come up with an idea and then go out, get a bunch of money, and it will GO BIG.

This mindset leads to 99% of people not getting funded. It takes a lot of grassroots to get you to where funding is the appropriate next step.

What Is Your Job to be Done?

When trying to find opportunities to grow during times you may have hit a lull, or even when you are starting a new company, there is a process that can help get you there.

That is what I found when I started to read the book [Seizing the White Space: Business Model Innovation for Transformative Growth and Renewal](#), by Mark Johnson.

